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(71) Applicant (for all designated States except US): LG
ELECTRONICS INC. [KR/KR]; 20, Yoido-dong,
Youngdungpo-gu, Seoul 150-721 (KR).

(72) Inventors; and

(75) Inventors/Applicants (for US only): KYUNG, Chan,
Ho [KR/KR]; Na-104, Wook-il Apt., Bugae 3-dong,
Bupyeong-gu, Incheon, 403-103 (KR). AN, Jong, Hoe
[KR/KR]; 1305-808, Sinsigaji Apt. 13-Danji, Sinjeong
6-dong, Yangcheon-gu, Seoul 158-773 (KR). KIM, Ki,
Jun [KR/KR]; Seocho Hanshin Apt., 101-1202 Seo-
cho-dong, 1533, Seocho-ku, Seoul 137-070 (KR). LEE,
Young, Jo [KR/KR]; 108-602, Jaegung-dong, Gunpo-si,
Kyeonggi-do 435-055 (KR).

(74) Agents: BAHNG, Hae, Cheol et al.; KBK & Associates,
15th Floor Yo Sam Building 648-23, Yeoksam-dong, Kang-
nam-gu, Seoul 135-080 (KR).

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(54) Title: METHOD OF GENERATING PLCM FOR BROADCAST/MULTICAST SERVICE AND APPARATUS THEREOF

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(57) Abstract: A method of generating a public long code mask for a broadcast/multicast service and apparatus thereof are provided, by which, upon performing the broadcast/multicast service, an overhead of a base station or a mobile terminal can be reduced and a delay occurring in the base station or mobile terminal can be reduced. In a method of carrying out a broadcast/multicast service provided via a channel of a mobile communication system, the method includes steps of receiving a flow identifier (BCMC_FLOW_ID) indicative of the broadcast/multicast service; and generating, based on the received flow identifier, a public long code mask (PLCM) for the channel providing the broadcast/multicast service (BCMC).

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